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By Zollo Burt Zollo

iUniverse, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In this remarkable second novel by Burt Zollo, we meet Lyle Kopp, a public relations man in Chicago during the Sixties. P.R., at this time, is still a relatively new, undefined profession, and Kopp is one of the pioneers in shaping the public perception of P.R., which is, after all, all about shaping public perceptions. Kopp's world is one of publicity stunts, politics, romance, family, ambition, and friendships real and forced. It's a story of a profession never before explored so intimately and insightfully in fiction, and the story of a family man, who balances a home life in suburbia with a work life in the city. State Wacker is also very much the story of Chicago, which happens to be Zollo's hometown. His Kopp is a savvy guy, balancing the art and science of his growing field, while struggling with the awareness of the power of persuading public opinion on behalf of his clients. Even the name Public relations is not free from his scrutiny, and this level of consideration gives this novel its depth: While he thought...



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